

**REMARKS**

I. Status of the Claims

Pending claims 1-46 have been rejected. Claims 7, 9, 11, 13, 15-25, 27, and 33-46 are cancelled herein. Claims 47-75 are added herein.

II. Rejections Under 35 U.S.C. § 102

The Examiner has rejected claims 33-38 and 40-46 under 35 U.S.C. § 102(b) “as being anticipated by DeLorme et al. (5948040).” See Office action at pages 2-3. Applicants respectfully traverse these rejections.

Claims 33-38 and 40-46 are cancelled herein. Applicants thus respectfully request that the rejections under section 102 be withdrawn.

III. Rejections Under 35 U.S.C. § 103

The Examiner has rejected claims 1-32 and 39 under 35 U.S.C. § 103(a) “as being unpatentable over DeLorme et al. (5948040).” See Office action at pages 3-6. Applicants respectfully traverse these rejections.

*Claim 1* is directed to a method that includes, among other things, receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein (1) the content page is displayed on a second computer operated by the consumer, (2) the second computer is in communication with the first computer, and (3) the consumer’s selection of the portion of the content page causes the first computer to transmit to the second computer for display by the

second computer: data indicative of a ground transportation service specifically provided for an event, wherein the ground transportation service includes at least one predetermined route between a stop and an event's location; and data indicative of a logo of a marketing partner.

Applicants respectfully submit that the DeLorme reference does not disclose or suggest a method with the features of claim 1, and in particular the feature of causing a first computer (operated by a ground transportation coordinator) to transmit to a second computer (operated by a consumer) for display data indicative of a ground transportation service specifically provided for an event (wherein the ground transportation service includes at least one predetermined route between a stop and the location), as well as other features of the claim. For example, DeLorme explains that a user of its system "constructs a user-defined travel route including transportation routes, waypoints, and POIs within a region of interest along the travel route" (*see* DeLorme at column 7, lines 22-24) and "constructs a travel route and at the same time constructs a customized travel log for previewing the initial travel route" (*see* DeLorme at column 7, lines 39-41) rather than being provided with a predetermined route. Because DeLorme fails to disclose at least the aforementioned features of claim 1, Applicants submit that DeLorme does not render claim 1 obvious.

**Claims 2-6, 8, 10, and 12** depend from claim 1, and thus are not obvious for the reasons discussed above.

**Claim 14** is directed to a method that includes, among other things, receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that an

event transportation identifier has been selected by a consumer, wherein (1) the event transportation identifier is displayed on a second computer, (2) the second computer is operated by the consumer and is in communication with the first computer, and (3) the consumer's selection of the event transportation identifier causes the first computer to transmit to the second computer for display by the second computer: data indicative of a ground transportation service specifically provided for an event, wherein the ground transportation service includes at least one predetermined route between a stop and an event's location; and data indicative of a logo of a marketing partner.

For reasons discussed above, Applicants respectfully submit that DeLorme does not disclose or suggest a method that includes receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that an event transportation identifier has been selected by a consumer, wherein (1) the event transportation identifier is displayed on a second computer, (2) the second computer is operated by the consumer and is in communication with the first computer, and (3) the consumer's selection of the event transportation identifier causes the first computer to transmit to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event, wherein the ground transportation service includes at least one predetermined route between a stop and an event's location.

**Claim 26** is directed to a device that includes, among other things, means for receiving, at a first computer operated by a ground transportation coordinator, a transmission

indicating that a portion of a content page has been selected by a consumer, wherein (1) the content page is displayed on a second computer, (2) the second computer is operated by the consumer and is in communication with the first computer, and (3) the consumer's selection of the portion of the content page causes the first computer to transmit to the second computer for display by the second computer: data indicative of a ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least one predetermined route between a stop and an event's location; and data indicative of a logo of said marketing partner.

For reasons discussed above, Applicants respectfully submit that DeLorme does not disclose or suggest a device that includes, among other things, means for receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein (1) the content page is displayed on a second computer, (2) the second computer is operated by the consumer and is in communication with the first computer, and (3) the consumer's selection of the portion of the content page causes the first computer to transmit to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event, wherein said ground transportation service comprises at least one predetermined route between a stop and said location.

**Claim 28** is directed to a device operated by a ground transportation coordinator that includes, among other things, a processor in communication with a memory, the processor

configured to receive a transmission indicating that a portion of a content page has been selected by a consumer, wherein (1) the content page is displayed on a computer operated by the consumer, (2) the computer is in communication with the device, and (3) the consumer's selection of the portion of the content page causes the device to transmit to the computer for display by the computer: data indicative of a ground transportation service specifically provided for an event, wherein the ground transportation service includes at least one predetermined route between a stop and an event location; and data indicative of a logo of a marketing partner.

For reasons discussed above, Applicants respectfully submit that DeLorme does not disclose or suggest a device operated by a ground transportation coordinator that includes, among other things, a processor in communication with a memory, the processor configured to receive a transmission indicating that a portion of a content page has been selected by a consumer, wherein (1) the content page is displayed on a computer operated by the consumer, (2) the computer is in communication with the device, and (3) the consumer's selection of the portion of the content page causes the device to transmit to the computer for display by the computer data indicative of a ground transportation service specifically provided for an event, wherein the ground transportation service includes at least one predetermined route between a stop and an event location.

*Claims 29-31* depend from claim 28, and thus are not obvious for the reasons discussed above.

*Claims 7, 9, 11, 13, 15-25, 27, and 39* are cancelled herein.

IV. Conclusion and Request for Reconsideration

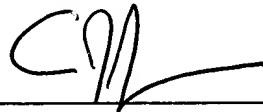
Applicants respectfully request reconsideration and withdrawal of the pending rejections, and allowance of the pending claims. If a telephone interview would further prosecution of the application, the Examiner is invited to contact the undersigned.

V. Authorization

The Commissioner is authorized to charge any additional fees associated with this filing, or credit any overpayment, to Deposit Account No. 13-3250. **EXCEPT** for issue fees payable under 37 C.F.R. § 1.18, the Commissioner is hereby authorized by this paper to charge any additional fees during the entire pendency of this application including fees due under 37 C.F.R. §§ 1.16 and 1.17 which may be required, including any required extension of time fees, or credit any overpayment to Deposit Account 13-3250. This paragraph is intended to be a **CONSTRUCTIVE PETITION FOR EXTENSION OF TIME** in accordance with C.F.R. § 1.136(a)(3). Although this paper is believed to be timely filed, Applicants hereby petition for any necessary extension of time that may be required.

Respectfully submitted,

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